

## CLAIMS

What Is Claimed Is:

1. An apparatus for providing compensation-based telemarketing information, comprising:

a memory device for storing at least one of individual information for at least one individual, individual telephone number information for at least one individual, telemarketer information, compensation information, reward information, telemarketing call information, telemarketing message information, telemarketing subject matter, telemarketing activity information, survey information, survey subject matter, polling information, and polling subject matter;

a processor, wherein the processor detects at least one of a telemarketing call being made to an individual, a telemarketing message being provided to an individual, telemarketing activity, a survey being performed, and a poll being taken, wherein the processor records information regarding at least one of information provided to the individual, information obtained from the

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individual, and information regarding at least one of a telemarketing call, telemarketing message, telemarketing activity, survey, and poll, and further wherein the processor at least one of calculates a compensation earned by the individual and determines a reward earned by the individual as compensation for the individual at least one of receiving, listening to, and participating in, the at least one of a telemarketing call, telemarketing message, telemarketing activity, survey, and poll, and further wherein the processor stores information regarding at least one of compensation and a reward earned by the individual; and

at least one of an output device for outputting information regarding the at least one of compensation and a reward earned by the individual, and a transmitter for transmitting information regarding the at least one of compensation and a reward earned by the individual to a communication device associated with the individual.

2. The apparatus of claim 1, wherein the at least one of compensation and a reward earned by the individual is at least one of cash compensation, monetary compensation, non-cash compensation, non-monetary

compensation, a coupon, a discount coupon, a rebate, a rebate coupon, a special offering, a good, a product, a service, and a subscription.

3. The apparatus of claim 1, wherein the processor updates information stored in the memory device subsequent to providing the at least one of a telemarketing call, telemarketing message, telemarketing activity, survey, and poll, to the individual.

4. The apparatus of claim 1, further comprising:

a receiver for receiving information regarding at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, which an individual at least one of desires to receive, to listen to, and in which to participate.

5. The apparatus of claim 1, wherein the memory device contains information regarding at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, which the individual at least one of desires to receive, to listen to, and in which to participate.

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6. The apparatus of claim 1, wherein the communication device associated with the individual is at least one of a telephone, a computer, a personal digital assistant, a wireless telephone, a watch, a telephone answering machine, a voice mailbox, a personal computer, a video telephone, a wireless device, a handheld device, a palm-top device, and a personal communication device.

7. The apparatus of claim 1, wherein the transmitter transmits information regarding at least one of compensation and a reward being offered for at least one of receiving, listening to, and participating in, at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll.

8. The apparatus of claim 1, wherein the processor generates a message containing information regarding an individual who is willing to at least one of receive, listen to, and participate in, at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, and further wherein the transmitter transmits the message to a communication device associated with a telemarketer.

9. The apparatus of claim 1, wherein the processor generates a message containing information regarding at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, for which at least one of compensation and a reward is being offered, and further wherein the transmitter transmits the message to a communication device associated with an individual.

10. The apparatus of claim 1, wherein the at least one of a telemarketing call being made to an individual, a telemarketing message being provided to an individual, telemarketing activity, a survey being performed, and a poll being taken, contains at least one of live information, pre-recorded information, and a combination of live information and pre-recorded information.

11. An apparatus for providing compensation-based telemarketing information, comprising:

a memory device for storing at least one of individual information for a plurality of individuals,

individual telephone number information for a plurality of individuals, telemarketer information, compensation information, reward information, telemarketing call information, telemarketing message information, telemarketing subject matter, telemarketing activity information, survey information, survey subject matter, polling information, and polling subject matter;

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a processor, wherein the processor processes a request to identity an audience containing at least one individual, wherein the processor generates an audience list in response to the request, and further wherein the processor detects at least one of a telemarketing call being made to an individual, a telemarketing message being provided to an individual, telemarketing activity, a survey being performed, and a poll being taken, involving at least one individual identified in the audience, and further wherein the processor records information regarding at least one of information provided to the individual, information obtained from the individual, and information regarding at least one of a telemarketing call, telemarketing message, telemarketing activity, survey, and poll, and further wherein the processor at least one of calculates a compensation earned by the individual and

determines a reward earned by the individual as compensation for the individual at least one of receiving, listening to, and participating in, the at least one of a telemarketing call, telemarketing message, telemarketing activity, survey, and poll, and further wherein the processor stores information regarding at least one of compensation and a reward earned by the individual; and

at least one of an output device for outputting information regarding the at least one of compensation and a reward earned by the individual, and a transmitter for transmitting information regarding the at least one of compensation and a reward earned by the individual to a communication device associated with the individual.

12. The apparatus of claim 11, wherein the at least one of compensation and a reward earned by the individual is at least one of cash compensation, monetary compensation, non-cash compensation, non-monetary compensation, a coupon, a discount coupon, a rebate, a rebate coupon, a special offering, a good, a product, a service, and a subscription.

13. The apparatus of claim 11, wherein the

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memory device contains information regarding at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, which the individual at least one of desires to receive, to listen to, and in which to participate, and further wherein the processor updates information stored in the memory device subsequent to providing the at least one of a telemarketing call, telemarketing message, telemarketing activity, survey, and poll, to the individual.

14. The apparatus of claim 11, further comprising:

a receiver for receiving information regarding at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, which an individual at least one of desires to receive, to listen to, and in which to participate.

15. The apparatus of claim 11, wherein the transmitter transmits information regarding at least one of compensation and a reward being offered for at least one of receiving, listening to, and participating in, at least one



of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll.

16. The apparatus of claim 11, wherein the processor generates a message containing information regarding an individual who is willing to at least one of receive, listen to, and participate in, at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, and further wherein the transmitter transmits the message to a communication device associated with a telemarketer.

17. The apparatus of claim 11, wherein the processor generates a message containing information regarding at least one of a telemarketing call, a telemarketing message, telemarketing activity, a survey, and a poll, for which at least one of compensation and a reward is being offered, and further wherein the transmitter transmits the message to a communication device associated with an individual.

18. The apparatus of claim 11, wherein the processor identifies the audience of at least one individual from at least one of individual provided

information, individual past behavior information, profile information, and demographic information, and wherein the at least one of a telemarketing call being made to an individual, a telemarketing message being provided to an individual, telemarketing activity, a survey being performed, and a poll being taken, contains at least one of live information, pre-recorded information, and a combination of live information and pre-recorded information.

19. An apparatus for providing compensation-based telemarketing information, comprising:

a memory device for storing at least one of individual information for at least one individual, individual telephone number information for at least one individual, telemarketer information, compensation information, reward information, telemarketing call information, telemarketing message information, telemarketing subject matter, telemarketing activity information, survey information, survey subject matter, polling information, polling subject matter, and at least one telemarketing message for an individual;

a receiver for receiving a request by an individual to retrieve at least one telemarketing message stored in the memory device;

a processor, wherein the processor processes the retrieval request and provides the at least one stored telemarketing message to the individual, and further wherein the processor detects the at least one telemarketing message being provided to the individual, wherein the processor records information regarding at least one of information provided to the individual, information obtained from the individual, and information regarding at least one of a telemarketing message, telemarketing activity, survey, and poll, and further wherein the processor at least one of calculates a compensation earned by the individual and determines a reward earned by the individual as compensation for the individual at least one of receiving, listening to, and participating in, the telemarketing message, and further wherein the processor stores information regarding at least one of compensation and a reward earned by the individual; and

at least one of an output device for outputting information regarding the at least one of compensation and a reward earned by the individual, and a transmitter for transmitting information regarding the at least one of compensation and a reward earned by the individual to a communication device associated with the individual.

20. The apparatus of claim 19, wherein the receiver receives information regarding at least one telemarketing message which an individual at least one of desires to receive, to listen to, and in which to participate, and further wherein the transmitter transmits the message to a communication device associated with an individual.

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